

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/805,870	Confirmation No.	1784
Applicant	:	Eric B. Watson		
Filed	:	03/22/2004		
Title	:	SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD		
Group Art Unit	:	3688		
Examiner	:	Darnell A. Pouncil		
Docket No.	:	MFCP.140316		
Customer No.	:	45809		

VIA EFS-WEB SUBMISSION 2/17/2009

Mail Stop
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. § 1.111

In response to the Office Action mailed November 17, 2008, please amend the above-identified application as follows:

Amendments to the Claims: begin on page 2 of this paper.

Remarks/Arguments: begin on page 10 of this paper.